

**Abstract of the Disclosure**

The concepts discussed herein address a system, method, and computer product by which an e-mail is automatically formatted. An e-mail is sent by an e-mail client and received by a server for processing outbound and inbound e-mail including a SMTP server, POP3/IMAP server, or another server in communication with the SMTP server, POP3/IMAP server, or both. The server receives the e-mail message from the e-mail client and text-parses the received e-mail for identifying an e-mail attribute. Next, the system formats the received e-mail message in accordance with a predetermined format corresponding to the identified e-mail attribute, which is sent to intended recipient(s).